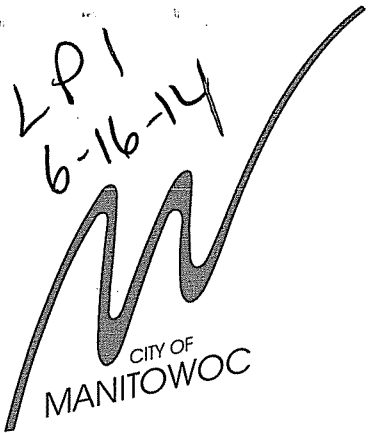


LP1  
6-16-14  
  
CITY OF  
MANITOWOC

14-1351  
CONSENT

June 16, 2014

David Less  
City Planner

To: Mayor and Common Council  
From: Manitowoc City Plan Commission  
Subject: **PC27-2009: Annual Review of Special Permits for Fixed Animated Signs Pursuant to Section 15.450(18)(e)7. of the Manitowoc Municipal Code**

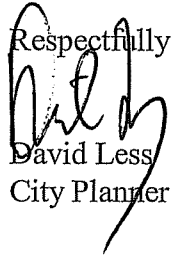
Dear Mayor and Common Council:

At the regular June 11, 2014 meeting of the Manitowoc City Plan Commission, the Commission reviewed the status of Special Permits issued for fixed, animated signs in the City. The Commission notes that it has completed its review of the signs identified in the attached May 5th email, with those signs identified in red text being new Special Permits issued since the 2013 annual review in June, 2013.



OFFICE OF CITY PLANNING,  
CITY PLAN COMMISSION

The Commission notes that all constructed signs are in compliance with the terms and conditions of the Special Permits issued and the requirements under Section 15.450 of the municipal code. As such, the Commission unanimously recommended continuation of these previously issued permits, with no changes to be made.

Respectfully Submitted,  
  
David Less  
City Planner

Attachments



**Dave Less**

---

**From:** Todd Blaser  
**Sent:** Monday, May 05, 2014 11:34 AM  
**To:** Dave Less  
**Subject:** RE: PC27-2009: Annual Review of Special Permits for Fixed Animated Signs Pursuant to Section 15.450(18)(e)7. of the Manitowoc Municipal Code

No worries.

Thanks

*Todd Blaser, Chief of Fire & Rescue  
Manitowoc Fire Department*

---

**From:** Dave Less  
**Sent:** Monday, May 05, 2014 11:29 AM  
**To:** Todd Blaser  
**Subject:** FW: PC27-2009: Annual Review of Special Permits for Fixed Animated Signs Pursuant to Section 15.450(18)(e)7. of the Manitowoc Municipal Code

Sorry Todd, you were suppose to be included.

---

**From:** Dave Less  
**Sent:** Monday, May 05, 2014 11:28 AM  
**To:** Tony Dick; Bill Manis; Rick Schwarz; Greg Minikel  
**Cc:** 'alpert@alpertfellowslaw.com'; Dan Hornung; 'David Diedrich ([ddiedrich@investorscommunitybank.com](mailto:ddiedrich@investorscommunitybank.com))'; 'galleryeast@milwpc.com'; Greg Minikel; James Brey - D4; Jim Muenzenmeyer; Justin Nickels; Lisa Mueller; Dan Koski; Paul Braun  
**Subject:** PC27-2009: Annual Review of Special Permits for Fixed Animated Signs Pursuant to Section 15.450(18)(e)7. of the Manitowoc Municipal Code

Good afternoon. The **June 11<sup>th</sup>** Plan Commission agenda will include the annual compliance review for fixed animated signs and animated billboards. The attached listing at the bottom of this memo identifies the animated signs and animated billboards for which the Commission has issued a Special Permit to date. Animated signs and animated billboards for which a Special Permit has been revoked are no longer on this list. Special Permits issued since the last annual compliance review was completed in June, 2013, are identified in red below. A copy of the Special Permit for the sites listed in red are attached.

Gentlemen, if you can please review these signs and let me know if you've had any public safety complaints or concerns regarding any of the structures listed below, that would be appreciated as well. Please provide me with a written reply to this e-mail **on or before noon on Wednesday, June 4th.**

Any questions, please contact me directly. Thanks.

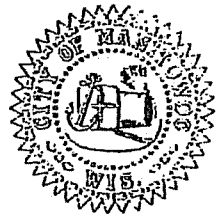
---

- PC31-2007: Shipbuilders of Wisconsin Credit Union, 200 N. Rapids.
- PC32-2007: Nolan Hetz, 304 N. Rapids.
- PC36-2007: Superior Discount Liquor, 4355 Calumet.
- PC6-2008: Lakeshore Aviation, Manitowoc County Airport.
- PC11-2008: Rummele's, 4101 Calumet.
- PC12-2008: Holy Family Memorial, 3310 Calumet
- PC20-2008: Kwik Trip, 2315 Menasha.
- PC25-2008: Quick Lube, 2718 Calumet.
- PC26-2008: Shell, 1701 So. 41st.
- PC28-2008: Quick Lube, 204 N. 10th
- PC41-2008: Kwik Trip, 2103 So. 42nd
- PC46-2008: Capitol Civic Centre, 913 So. 8th
- PC56-2008: Home Care Health Services, 1004 Washington
- PC57-2008: Popp's Harbor Town Exxon, 4611 Dewey
- PC16-2009: Kwik Trip, 401 N. 8th
- PC17-2009: Kwik Trip, 2819 Meadow Lane
- PC18-2009: Kwik Trip, 910 Hamilton/1137 So. 10th
- PC29-2009: City of Manitowoc, Washington Park
- PC35-2009: Lehman, 1440 So. 39th
- PC37-2009: Harmony of Manitowoc/Culver's, 4201 Calumet
- PC5-2010: Popp Enterprises, LLC, 50 Maritime Drive
- PC6-2010: Lamar/HFM, Inc., Clay Pit Road
- PC9-2010: Rob's Family Market, 2330 Menasha
- PC33-2010: First Presbyterian Church, 502 N. 8th
- PC34-2010: American Home and Garden, 2950 Menasha
- PC18-2011: TDW Enterprises LLC, 211 N. 10th
- PC22-2011: Bill's Auto, 3836 Calumet
- PC25-2011: Boelter's Jewelers, 2101 Washington
- PC39-2011: Coldwell Banker, 2406 Washington
- PC3-2012: Gutman, 3624 Calumet Avenue
- PC6-2012: Balance on Buffalo, LLC, 924 Buffalo
- PC25-2012: Tower Tavern, 602 N. Water
- PC17-2013: Fleet Farm, 1235 So. Rapids (animated ground sign)
- PC27-2013: Memorial Drive Veterinary Clinic (animated ground sign)
- PC28-2013: Silver Lake College, 2406 So. Alverno (animated ground sign)
- PC9-2014: Autowerks, 1037 So. 26<sup>th</sup> (animated billboard)

<< File: 201405051112.pdf >> << File: 201405051113.pdf >> << File: 201405051115.pdf >> << File: 201405051117.pdf >>



**CITY OF MANITOWOC**  
WISCONSIN, USA  
www.manitowoc.org



July 18, 2013

Mills Fleet Farm  
1235 S Rapids Rd.  
Manitowoc, WI 54220

RE: Request for Fixed Animated Sign at 1235 S. Rapids Rd.

Gentlemen:

Your request for issuance of a special permit to authorize the construction of a fixed, animated sign onto the existing pole structure at the southwest corner of the property at Custer Street and S. Rapids Rd., was referred to the City Plan Commission for review.

At their meeting of July 10, 2013, the Plan Commission reviewed your request and submitted a report to the Common Council advising the Council that they authorized issuance of a special permit for the requested sign and as well as a waiver of the 100' separation requirement under Section 15.450(18)(g)9. from the existing intersection. Plan Commission also authorized the Building Inspection Department to issue a sign permit upon request, and subject to conditions specified in Plan Commission Report dated July 15, 2013 (copy enclosed), as well as compliance with all relevant sections of 15.450 of the Code.

OFFICE OF CITY PLANNING  
CITY PLAN COMMISSION



The report of the City Plan Commission was unanimously accepted by the Common Council at the meeting of Monday, July 15, 2013, confirming the approval of the sign request.

Upon receipt of this letter, please contact the Building Inspection Department at 920-686-6940 to complete the process of obtaining the required sign permit.

If you have any questions, please contact me at 920-686-6950.

Very truly yours,

Jennifer Hudon  
City Clerk

David Less  
City Planner

JH:dan

Enclosure

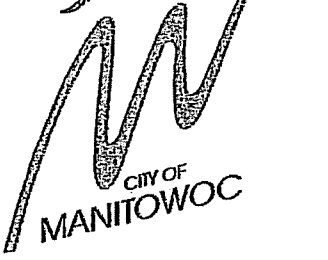
cc: City Planner David J. Less  
Building Inspector Rick Schwarz

Jennifer Hudon, MPA, City Clerk/Deputy Treasurer  
CITY HALL • 900 Quay Street • Manitowoc, WI 54220-4543  
Phone (920) 686-6950 • Fax (920) 686-6959 • jhudon@manitowoc.org

CITY OF  
MANITOWOC



Fix Permit  
Prop.  
7-15-13



CITY OF  
MANITOWOC

392

July 15, 2013

David Less  
City Planner

To: Mayor and Common Council

From: Manitowoc City Plan Commission

Subject: **PC17-2013: Nagle Signs Inc./Fleet Farm; Request for Fixed Animated Sign at 1235 So. Rapids Pursuant to Section 15.450(18) of Manitowoc Municipal Code**

Dear Mayor and Common Council:




OFFICE OF CITY PLANNING,  
CITY PLAN COMMISSION

At the regular July 10, 2013 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for issuance of a Special Permit to authorize the construction of a fixed, animated sign on to the existing pole structure at the southwest corner of the property at Custer Street and So. Rapids Road. A copy of the application for the animated sign, and the staff analysis are attached.

The Commission is advising the Council that pursuant to the authority granted to the Commission in Section 15.450(18)(e)1. of the Code, and by a unanimous vote, it has approved and authorized the issuance of a Special Permit for a fixed, animated sign at the location specified in the attached application. It further waived the 100' separation requirement under Section 15.450(18)(g)9. from the existing intersection, and finds and determines that proposed sign will not promote visual clutter, will not have an adverse effect on nearby property, and will not create a safety hazard. Finally, the Commission authorized the Building Inspection Department to issue a sign permit upon request.

Respectfully Submitted,



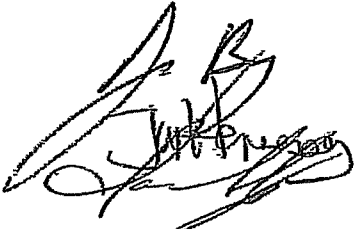
David Less  
City Planner

Attachment

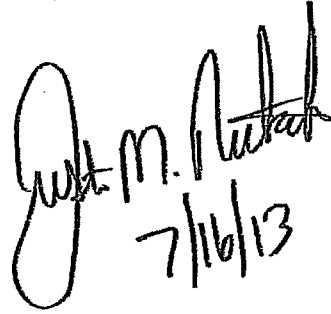


7-15-13

Committee recommends acceptance of report and placing  
on file





  
7/16/13

Christopher Able

**Fixed Animated Sign**  
**Mills Fleet Farm, 1235 So. Rapids Road**  
**7/3/2013**

**Re: PC17-2013: Nagle Signs Inc./Fleet Farm; Request for Fixed Animated Sign at 1235 So. Rapids Pursuant to Section 15.450(18) of Manitowoc Municipal Code**

1. Zoning: I-1
2. Fixed Animated Sign Requirements:
  - A. 15.450(18)(c)8. Base of fixed animated sign shall meet landscaping requirements.
  - B. 15.450(18)(h)2. Animated signs shall comprise no more than the lesser of 30% of the sign's total allowed sign face, or 30sf in area per sign face.
  - C. 15.450(18)(g)9. Animated sign shall not be located within 100' from an existing intersection, or a future intersection as identified on City's Official Map, as measured from any portion of the sign structure to the closest traffic control or warning light.
3. Proposed Fixed Animated Sign:
  - A. Sign type - ground sign.
  - B. Height of sign from grade - 13'6".
  - C. Maximum sign height - 27.8'.
  - D. Existing sign size (excludes support structure) - 134.3sf.
  - E. Proposed sign size (excludes support structure) - 78.81sf
    1. Animated @ 17.81sf or 22.6%
    2. Non-Animated @ 61.00sf or 77.4%
  - F. North/South Read.
4. Recommendation:
  - A. Authorize issuance of special permit, with location of sign as specified in application.
  - B. Waives the 100' separation requirement (15.450(18)(g)9.) from existing or future intersection, and finds and determines that proposed sign will not promote visual clutter, will not have an adverse effect on nearby property, and will not create a safety hazard.
  - C. Director of Building Inspection is authorized to issue a sign permit, subject to conditions specified herein, as well as compliance with all relevant sections of 15.450.

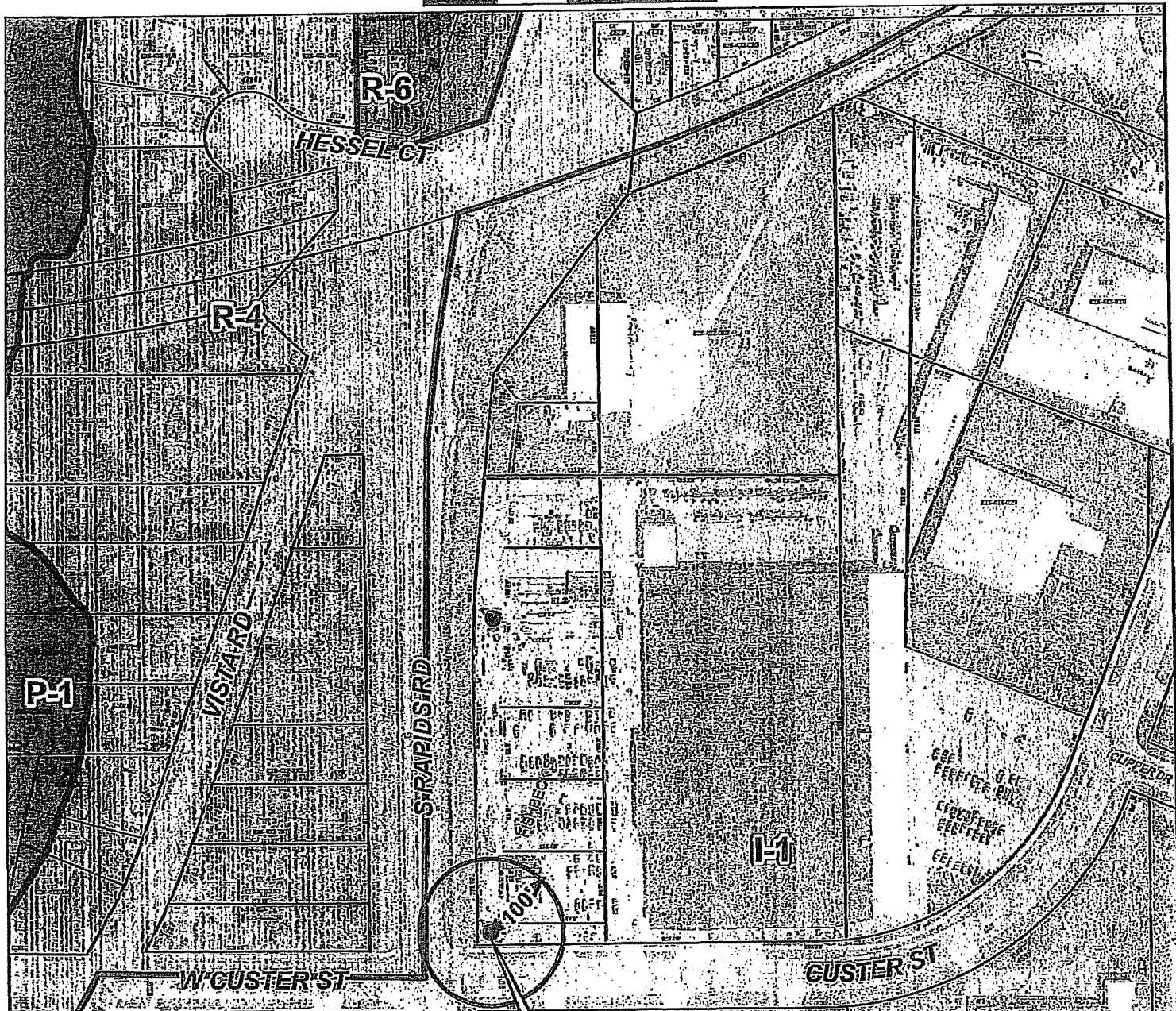
RunDate: 7/3/2013

Filename: Y:\Dave\WPFILES\AnimatedSign-FleetFarm-732013.wpd

# Proposed Sign Permit & Zoning District Map

City of Manitowoc, WI

200 100 0 200 Feet



**Legend**

- Existing Billboards
- Approved Animated Sign Permit
- Denied Animated Sign Permit
- Animated Sign Permit Withdrawn by Owner
- P-1 Conservancy
- R-1 Residential - Agricultural
- R-2 Single Family
- R-3 Single Family
- R-4 Single and Two Family
- R-5 Low Density Multiple Family
- R-6 Multiple Family
- R-7 Central
- B-1 Office - Residential
- B-2 Neighborhood
- B-3 General
- B-4 Central
- C-1 Commercial
- I-1 Light Industrial

**Proposed  
Animated Sign  
Project Location  
1235 S Rapids Road  
Gas Station Option**

Prepared by City of Manitowoc  
City Planning Department  
1111 1/2 Park Street  
Manitowoc, WI 54220  
Phone: 920-686-1234  
Fax: 920-686-1235  
This information is not intended to constitute an offer of insurance or any other financial product. Please consult your agent for more information.





1000 WILSON AVENUE  
 SUITE 200  
 WILSONVILLE, VA 24187  
 TOLL FREE 800-787-7874  
 800 DENVA AVENUE WEST  
 MANASSAS, VA 20108  
 844-572-8485 FAX 844-572-8486  
 TEL: PHONE 800-408-7410

PROJECT NAME

MILLS FLEET FARM

MANITOWOC, WI

TOM GROVO

JDK

1-30-18A4

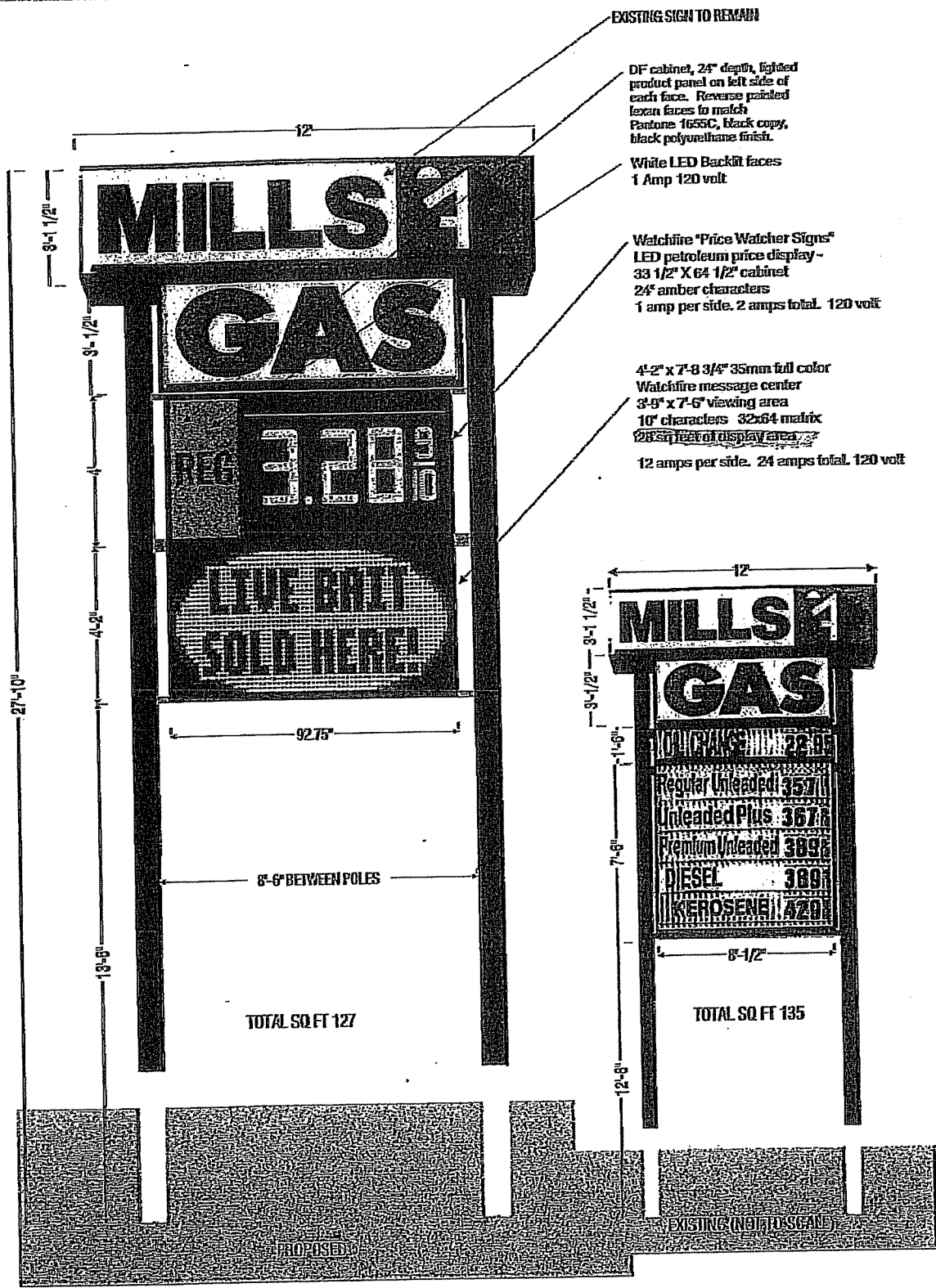
1/4" = 1'0"

MILLS/  
 1-30-18A4 MANITOWOC, WI

5-30-13

DATE

APPROVAL

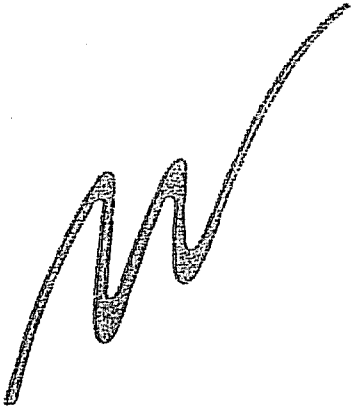


DATE

APPROVAL

THIS ARTWORK IS  
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 & the revision will be made.



# CITY OF MANITOWOC

WISCONSIN, USA  
www.manitowoc.org



October 25, 2013

Memorial Drive Veterinary Clinic  
1415 Memorial Drive  
Manitowoc, WI 54220

RE: Proposed Animated Sign at 1415 Memorial Drive

To Whom It May Concern:

Your request for issuance of a Special Permit to authorize the construction of a fixed, animated sign for Memorial Drive Veterinary Clinic onto the existing pole structure at 1415 Memorial Drive, as detailed therein, was referred to the City Plan Commission for review.

At their meeting of October 16, 2013, the Plan Commission reviewed your request and submitted a report to the Common Council (copy enclosed) advising the Council that it has approved and authorized the issuance of a special permit for a fixed animated sign at the location specified in your application, subject to conditions specified in the Plan Commission report, as well as compliance with all relevant sections of Section 15.450.

The report of the City Plan Commission was unanimously accepted by the Common Council at the meeting of Monday, October 21, 2013, confirming the approval of the sign request.

If you have any questions, please contact me at 920-686-6950.

Very truly yours,

Jennifer Hudon  
City Clerk

JH:dan

Enclosures

cc: City Planner David J. Less  
Building Inspector Rick Schwarz  
Dir. of Public Infrastructure Dan Koski

Jennifer Hudon, MPA, City Clerk/Deputy Treasurer  
CITY HALL - 900 Quay Street - Manitowoc, WI 54220-4543  
Phone (920) 686-6950 - Fax (920) 686-6959 - [jhudon@manitowoc.org](mailto:jhudon@manitowoc.org)



Joe Permut  
+ Prop  
10-21-13

566

October 21, 2013

CITY OF  
MANITOWOC

David Less  
City Planner

To: Mayor and Common Council  
From: Manitowoc City Plan Commission  
Subject: **PC27-2013: Reinbold Sign Service Inc./JRS Holdings of Manitowoc, LLC; Proposed On-Premise, Fixed Animated Sign at 1415 Memorial Drive Pursuant to Section 15.450(18) of Manitowoc Municipal Code**

Dear Mayor and Common Council:

At the regular October 16, 2013 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for issuance of a Special Permit to authorize the construction of a fixed, animated sign on to the existing pole structure at the Memorial Drive Veterinary Clinic, 1415 Memorial Drive. A copy of the application for the animated sign, and the staff analysis are attached.

The Commission is advising the Council that pursuant to the authority granted to the Commission in Section 15.450(18)(e)1. of the Code, and by a unanimous vote, it has approved and authorized the issuance of a Special Permit for a fixed, animated sign at the location specified in the attached application. Finally, the Commission authorized the Building Inspector to issue a sign permit upon request.

Respectfully Submitted,



David Less  
City Planner

Attachment



OFFICE OF CITY PLANNING  
CITY PLAN COMMISSION



10-13-13

Committee recommends acceptance of report and  
placing on file

*Dr. King*  
*Justin H. Hannon*  
*John L.*

*Christopher*

*Justin M. Hannon*  
10/23/13

**Fixed Animated Sign  
Memorial Drive Veterinary Clinic, 1415 Memorial Drive  
10/16/2013**

**Re: PC27-2013: Reinbold Sign Service Inc./JRS Holdings of Manitowoc, LLC; Proposed On-Premise, Fixed Animated Sign at 1415 Memorial Drive Pursuant to Section 15.450(18) of Manitowoc Municipal Code**

1. Zoning: B-3
2. Fixed Animated Sign Requirements:
  - A. 15.450(18)(c)8. Base of fixed animated sign shall meet landscaping requirements.
  - B. 15.450(18)(g)3.A.-B. Locational regulations: (i) not less than 100' from existing single or 2 family residential; and) animated portion of sign  $\leq$  30%.
  - C. 15.450(18)(h)2. Animated signs shall comprise no more than the lesser of 30% of the sign's total allowed sign face, or 30sf in area per sign face.
  - D. 15.450(18)(g)9. Animated sign shall not be located within 100' from an existing intersection, or a future intersection as identified on City's Official Map, as measured from any portion of the sign structure to the closest traffic control or warning light.
3. Proposed Fixed Animated Sign:
  - A. Sign type - ground sign.
  - B. Height of sign from grade - 6'.
  - C. Maximum sign height - 12'.
  - D. Existing sign size (excludes support structure) - 96" x 72' = 48sf.
  - E. Proposed sign size (excludes support structure) - 120.5" x 71.5" = 60sf
    1. Animated @ 24.5" x 71" = 12.0sf or 20%
    2. Non-Animated @ 96" x 72" = 48sf or 80%
  - F. North/South Read.
4. Recommendation:
  - A. Authorize issuance of special permit, with location of sign as specified in application.
  - B. Director of Building Inspection is authorized to issue a sign permit, subject to conditions specified herein, as well as compliance with all relevant sections of 15.450.

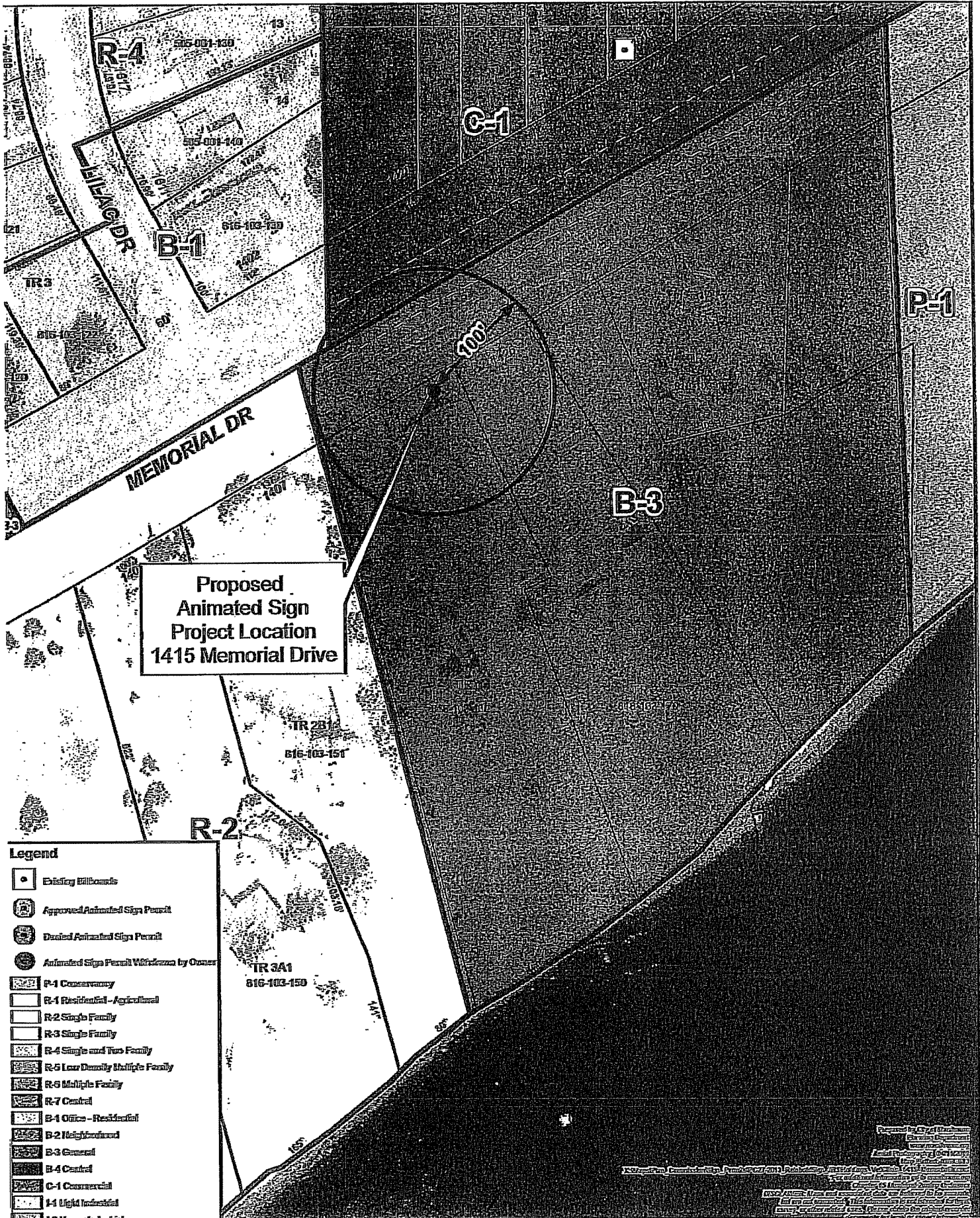
RunDate: 10/9/2013

Filename: Y:\Dave\WPFILES\AnimatedSign-VetClinic-1092013.wpd

# Proposed Sign Permit & Zoning District Map

City of Manitowoc, WI

100 50 0 100 Feet

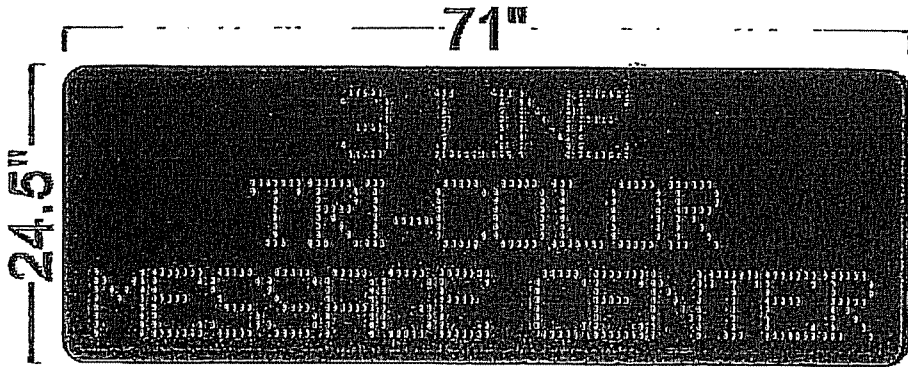


**Proposed  
Animated Sign  
Project Location  
1415 Memorial Drive**

### Legend

- Existing Billboards
- Approved Animated Sign Permit
- Denied Animated Sign Permit
- Animated Sign Permit Withdrawn by Owner
- R-1 Conservancy
- R-1 Residential - Agricultural
- R-2 Single Family
- R-3 Single Family
- R-4 Single and Two Family
- R-5 Low Density Multiple Family
- R-6 Multiple Family
- R-7 Central
- B-1 Office - Residential
- B-2 Neighborhood
- B-3 General
- B-4 Central
- C-1 Commercial
- I-1 Light Industrial
- I-2 Heavy Industrial

Prepared by the City of Manitowoc Planning Department  
 Planning Department  
 1415 Memorial Drive  
 Manitowoc, WI 54221  
 Phone: 920-685-1234  
 Fax: 920-685-1234  
 E-mail: planning@cityofmanitowoc.com  
 © 2010 City of Manitowoc. All rights reserved.  
 This map is for informational purposes only and does not constitute a contract or any other legal instrument.  
 The City of Manitowoc is not responsible for any errors or omissions on this map.



2010 Reinhold Way GREENSBORO, NC 27404  
 (920) 494-7161 FAX (920) 494-0220

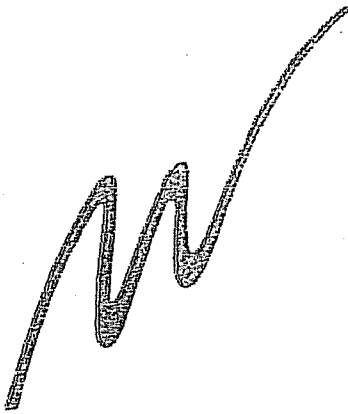
**LAYOUT**

APPROVED  CHANGES

ALL COPY RIGHTS RESERVED  
 NO REPLICATION ALLOWED  
 WITHOUT PERMISSION  
**SALESPERSON**

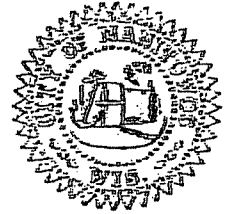
SIGNED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

ROBERT OHL



# CITY OF MANITOWOC

WISCONSIN, USA  
www.manitowoc.org



October 25, 2013

Silver Lake College  
2406 So. Alverno Rd.  
Manitowoc, WI 54220

RE: Proposed Animated Sign at 2406 So. Alverno Rd.

To Whom It May Concern:

Your request for issuance of a Special Permit to authorize the construction of a fixed, animated sign for Silver Lake College along its frontage on Calumet Avenue/USH151, as detailed therein, was referred to the City Plan Commission for review.

At their meeting of October 16, 2013, the Plan Commission reviewed your request and submitted a report to the Common Council (copy enclosed) advising the Council that it has approved and authorized the issuance of a special permit for a fixed animated sign at the location specified in your application, subject to conditions specified in the Plan Commission report, as well as compliance with all relevant sections of Section 15.450.

The report of the City Plan Commission was unanimously accepted by the Common Council at the meeting of Monday, October 21, 2013, confirming the approval of the sign request.

If you have any questions, please contact me at 920-686-6950.

Very truly yours,

Jennifer Hudon  
City Clerk

JH:dan

Enclosures

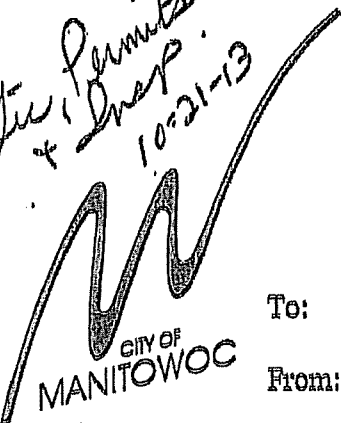
cc: City Planner David J. Less  
Building Inspector Rick Schwarz  
Dir. of Public Infrastructure Dan Koski

Jennifer Hudon, MPA, City Clerk/Deputy Treasurer  
CITY HALL - 900 Quay Street - Manitowoc, WI 54220-4543  
Phone (920) 686-6950 - Fax (920) 686-6959 - jhudon@manitowoc.org





*See Permits  
& Maps  
10-21-13*



CITY OF  
MANITOWOC

David Loss  
City Planner

585

October 21, 2013

To: Mayor and Common Council

From: Manitowoc City Plan Commission

Subject: **PC28-2013: Silver Lake College; Proposed On-Premise, Fixed Animated Sign at 2406 So. Calumet Avenue/USH151 Pursuant to Section 15.450(18) of Manitowoc Municipal Code**

Dear Mayor and Common Council:


At the regular October 16, 2013 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for issuance of a Special Permit to authorize the construction of a fixed, animated sign for Silver Lake College along its frontage on Calumet Avenue/USH151. A copy of the application for the animated sign, and the staff analysis are attached.

The Commission is advising the Council that pursuant to the authority granted to the Commission in Section 15.450(18)(e)1. of the Code, and by a unanimous vote, it has approved and authorized the issuance of a Special Permit for a fixed, animated sign at the location specified in the attached application. The Commission notes further that the required prerequisite approval by the Zoning Board of Appeals (ZBA) was authorized when the ZBA met on October 16, 2013. Finally, the Commission authorized the Building Inspector to issue a sign permit upon request, subject to the compliance conditions as attached.



OFFICE OF CITY PLANNING,  
CITY PLAN COMMISSION

Respectfully Submitted,



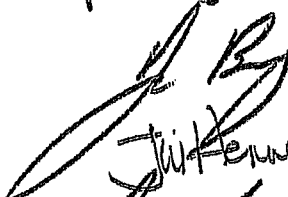
David Loss  
City Planner

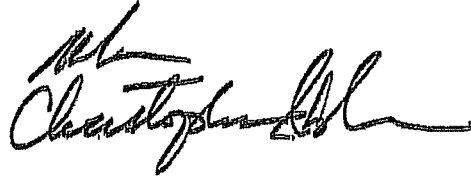
Attachment

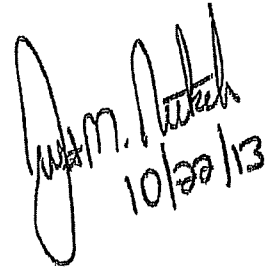


10-21-13

Committee recommends acceptance of report and  
placing on file

  
Bill Kennedy

  
Christopher

  
James M. Patrick  
10/22/13

**Fixed Animated Sign**  
**Silver Lake College, 2406 So. Alverno Road**  
**10/16/2013**

**Re: PC28-2013; Silver Lake College; Proposed On-Premise, Fixed Animated Sign at 2406 So. Calumet Avenue/USH151 Pursuant to Section 15.450(18) of Manitowoc Municipal Code**

1. Zoning: R-6
2. Fixed Animated Sign Requirements:
  - A. 15.450(14)(e)4. Ground sign shall not exceed 24sf in area.
  - B. 15.450(18)(e)8. Base of fixed animated sign shall meet landscaping requirements.
  - C. 15.450(18)(g)2.A.-C. Locational regulations: (i) not less than 150' from existing single or 2 family residential; and) animated portion of sign  $\leq$  30%.
  - D. 15.450(18)(h)2. & 15.450(18)(h)2. Animated signs shall comprise no more than the lesser of 30% of the sign's total allowed sign face, or 30sf in area per sign face.
  - E. 15.450(18)(g)9. Animated sign shall not be located within 100' from an existing intersection, or a future intersection as identified on City's Official Map, as measured from any portion of the sign structure to the closest traffic control or warning light.
3. Proposed Fixed Animated Sign:
  - A. Sign type - ground sign.
  - B. Height of sign from grade - Monument sign, at grade.
  - C. Maximum sign height - 12'4".
  - D. Existing sign size (excludes support structure) - N/A.
  - E. Proposed sign size (excludes support structure) - 108" x 108" = 81sf
    1. Animated @ 25.25" x 108" = 18.9sf or 23%
    2. Non-Animated @ 82.75" x 108" = 62.1sf or 77%
  - F. East/West Road.
4. Recommendation:
  - A. Authorize issuance of special permit, with location of sign as specified in application, but only subject to both of the following: (i) approval of a variance for the size of the sign by the Zoning Board of Appeals; and (ii) location of the sign in the "R-6" zoning district. This authorization is void if both conditions (i) and (ii) are not satisfied.
  - B. Director of Building Inspection is authorized to issue a sign permit, subject to conditions specified herein, as well as compliance with all relevant sections of 15.450.

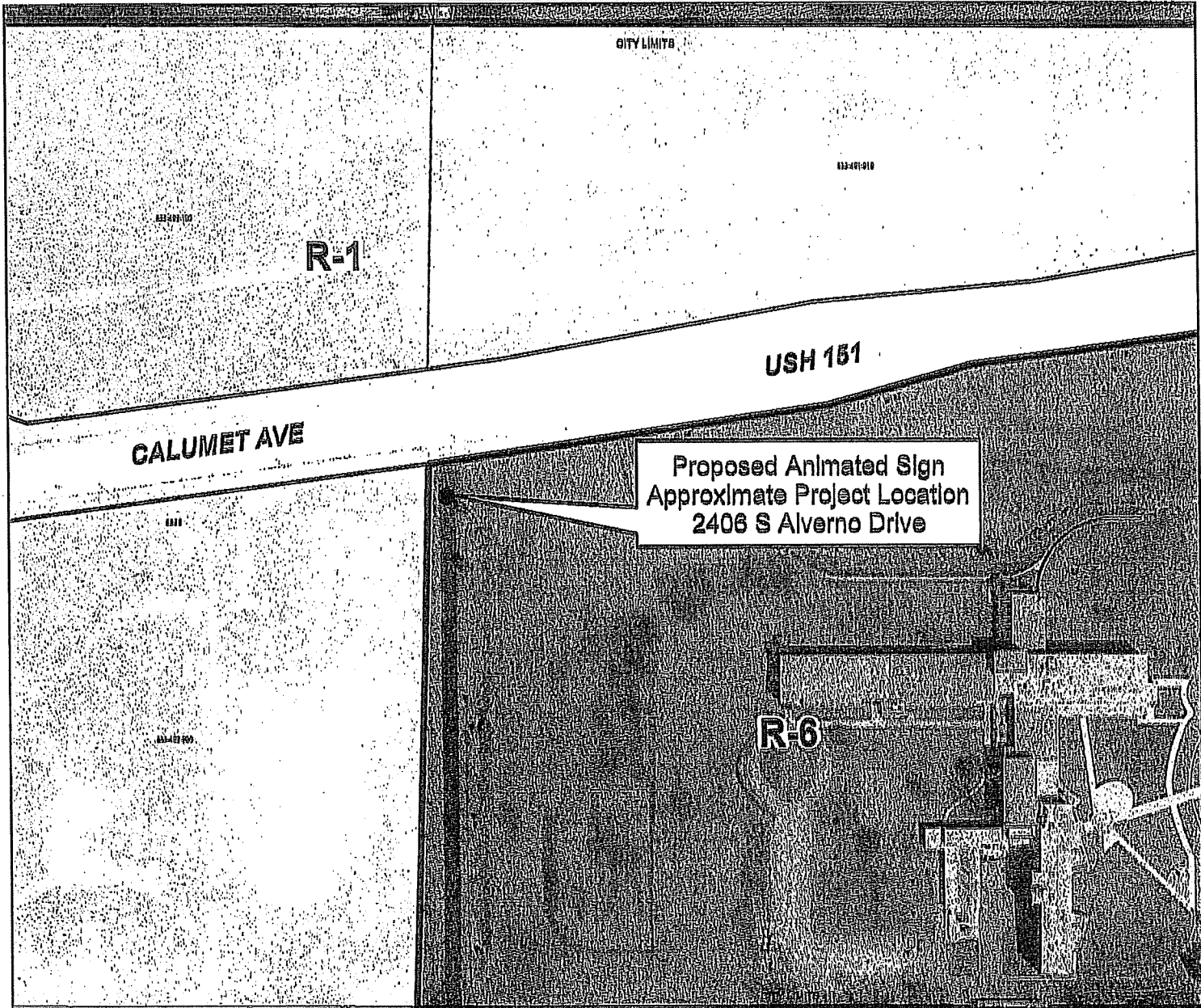
RunDate: 10/9/2013

Filename: Y:\Dave\WPFILES\AnimatedSign-SilverLakeCollege-1092013.wpd

# Proposed Sign Permit & Zoning District Map

City of Manitowoc, WI

200 100 0 200 Feet



**Legend**

- Existing Billboards
- Approved Animated Sign Permit
- Denied Animated Sign Permit
- Animated Sign Permit Withdrawn by Owner
- P-1 Conservancy
- R-1 Residential - Agricultural
- R-2 Single Family
- R-3 Single Family
- R-4 Single and Two Family
- R-5 Low Density Multiple Family
- R-6 Multiple Family
- R-7 Central
- B-1 Office - Residential
- B-2 Neighborhood
- B-3 General
- B-4 Central
- C-1 Commercial
- I-1 Light Industrial
- I-2 Heavy Industrial



**5 Panel Monument with 2 Line, Full Color Digital Display - Option 5B**



**FOX CHIESA SIGN & LIGHTING SERVICES, LLC**  
 1188A W. Tuckaway Ln  
 Menasha, WI 54952  
 Phone 920-370-3818 Fax 920-388-3808  
 www.foxchiesign.com

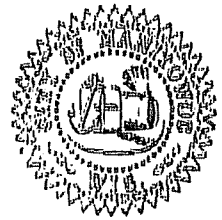
Client: Silver Lake College Date: 09/09/2019  
 Panel Monument with 2 Line Full Color Digital Display - Option 5B Artist: Heidi Nisat

Signature \_\_\_\_\_  
 Date \_\_\_\_\_

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# CITY OF MANITOWOC

WISCONSIN, USA  
www.manitowoc.org



March 19, 2014

Mr. Edward Wagner  
Autowerks LLC  
1037 S. 26<sup>th</sup> St.  
Manitowoc, WI 54220

RE: Request for Fixed Animated Sign at 1037 S. 26<sup>th</sup> St.

Dear Mr. Wagner:

Your request for issuance of a special permit to authorize the construction of a fixed, animated billboard on the east side of So. 26<sup>th</sup> St. at the Autowerks property, was referred to the City Plan Commission for review.

At their meeting of March 12, 2014, the Plan Commission reviewed your request and submitted a report to the Common Council advising the Council that they authorized issuance of a special permit for the requested billboard at the location specified in your application. Plan Commission also authorized the Building Inspection Department to issue a sign permit, subject to conditions specified in Plan Commission Report dated March 17, 2014 (copy enclosed), as well as compliance with all relevant sections of 15.450 of the Code.

The report of the City Plan Commission was unanimously accepted by the Common Council at the meeting of Monday, March 17, 2014, confirming the approval of the sign request.

Upon receipt of this letter, please contact the Building Inspection Department at 920-686-6940 to complete the process of obtaining the required sign permit.

If you have any questions, please contact me at 920-686-6950.

Very truly yours,

Jennifer Hudon  
City Clerk

JH:dan

Enclosure

cc: City Planner David J. Less  
Building Inspector Rick Schwarz

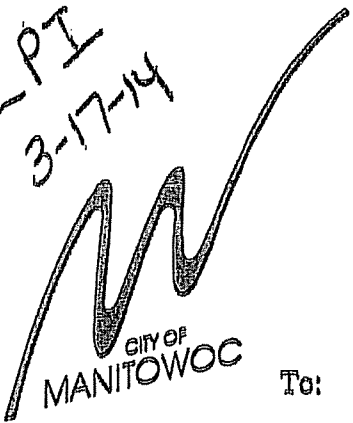
Jennifer Hudon, MPA, City Clerk/Deputy Treasurer  
CITY HALL • 600 Quay Street • Manitowoc, WI 54220-4643  
Phone (920) 686-6950 • Fax (920) 686-6959 • jhudon@manitowoc.org



LPTI  
3-17-14

14-398

March 17, 2014



City of  
MANITOWOC

David Less  
City Planner

To: Mayor and Common Council

From: Manitowoc City Plan Commission

Subject: **PC9-2014: Peltier/Autowerks Vehicle Maintenance Center, LLC/Sign Me Up; Proposed Fixed Animated Billboard at 1037 So. 26<sup>th</sup> Street Pursuant to Section 15.450(14)(h) and 15.450(18) of Manitowoc Municipal Code**

Dear Mayor and Common Council:

At the regular March 12, 2014 meeting of the Manitowoc City Plan Commission, the Commission reviewed and considered a request for issuance of a Special Permit to authorize the construction of a fixed animated billboard on the east side of So. 26<sup>th</sup> Street, at the Autowerks property, 1037 So. 26<sup>th</sup> Street. The project involves the installation of a monopole and single faced animated billboard measuring 12' x 23'. The Commission notes that animated billboards are regulated under Sections 15.450(14)(h) and 15.450(18) of the Manitowoc Municipal Code. A copy of the application for the animated sign, and the staff analysis are attached.



OFFICE OF CITY PLANNING,  
CITY PLAN COMMISSION

The Commission is advising the Council that pursuant to the authority granted to the Commission in Section 15.450(18)(e) of the Municipal Code, and by a unanimous vote, it has approved and authorized the issuance of a Special Permit for a fixed animated billboard at the location specified in the attached application. Finally, the Commission authorized the Building Inspector to issue a sign permit, subject to conditions specified herein, as well as compliance with all relevant sections of Section 15.450.

Respectfully Submitted,

David Less  
City Planner

Attachments

Granious #14-297

3-17-14

Committee recommends acceptance of report and place on file



**Fixed Animated Billboard**  
**Peltier / Autowerks Vehicle Maintenance Center, LLC**  
**1037 So. 26<sup>th</sup> Street**  
**3/12/2014**

**Re: PC9-2014: Peltier/Autowerks Vehicle Maintenance Center, LLC/Sign Me Up; Animated Billboard at 1037 So. 26<sup>th</sup> Street Pursuant to Sections 15.450(14)(h) and 15.450(18) of Manitowoc Municipal Code**

1. Zoning: C-1  
A. 15.450(14)(h)3.      •Maximum of 2 off-premise or billboard signs/property in "C-1" district, subject to location requirements under 3.A.-F.  
  
A. Not within 150' of residential zoning district.  
B. Doesn't face residences located in, or adjacent to residential zoning district.  
C. ≤ 500sf in total area, and not within 1,000' of existing off-premise sign or billboard located on same side of same street.  
D. Not incompatible with streetscape/general area.  
E. Doesn't obstruct, obscure or physically interfere with line of sign or ability to read traffic signs and the like.  
F. No adverse effects upon neighboring properties.
  
2. Animated Ground Sign Requirements:  
A. 15.450(12)(g)      •No off-premise sign erected within 1,000' of another off-premise sign on same side of street.  
  
B. 15.450(18)(c)4.      •Billboard/off-premise signs featuring animating/video signage regulated as billboard under 15.450(14)(h)(3).  
  
C. 15.450(18)(c)8.      •Landscape requirement is applicable for this project.



- D. 15.450(18)(g)5.      ● Animated sign permitted in "C-1" but shall: (i) not be within a 100' sight distance to any single or 2-family residential land use; and (ii) animated portion of sign shall not exceed 30% of any sign permitted.
- E. 15.450(18)(g)9.      ● Animated sign not within 100' of existing intersection.
- F. 15.450(18)(h)2.      Animated sign shall comprise no more than lesser of 30% of sign's total allowed sign face, or 30sf/sign face.

3. Proposed Animated Billboard Sign:

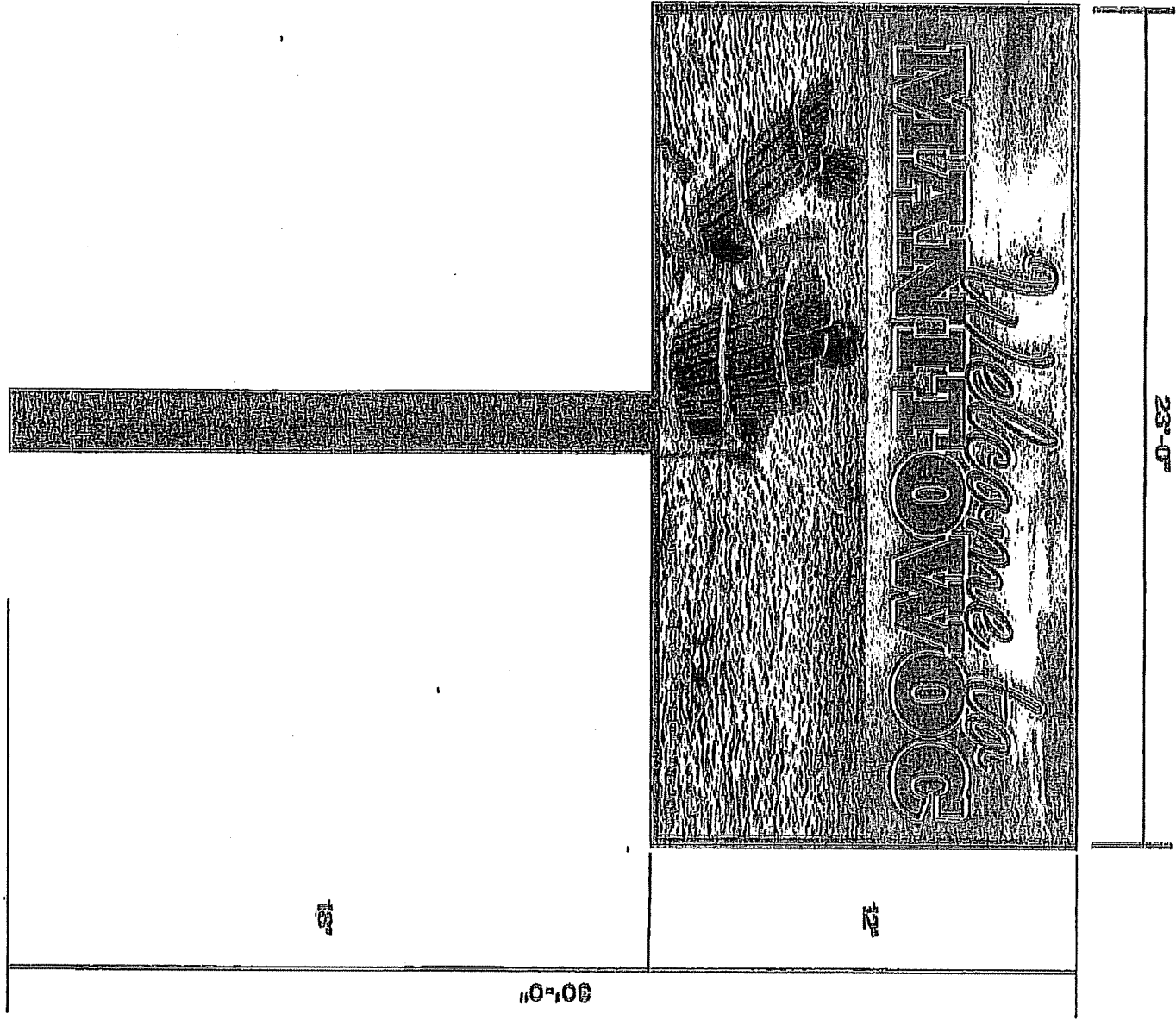
- A. Sign type - ground sign.
- B. Height of sign from grade - 18' from grade to bottom of sign; 12' to top of sign.
- C. Maximum sign height - 30'.
- D. Proposed sign size - 12' x 23' = 276sf, single faced (animated).
- E. Eastbound read.

4. Recommendation: Approval of request, based on the following:

- A. Authorize issuance of special permit, with location of sign as specified in application.
- B. Building Inspector is authorized to issue a sign permit, subject to conditions specified herein, as well as compliance with all relevant sections of 15.450.

RunDate: 3/12/2014

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11'-0"

23'-0"

12'

12'